

CLAIMS

1. A gateway screen for an interactive television, comprising:
 - at least one television content panel; and
 - at least one Internet content panel, the gateway screen allowing a consumer to simultaneously view television content and Internet content, the gateway screen being displayed when the interactive television is turned on, or when the interactive television is turned off, or in response to the consumer toggling a gateway screen button.
2. An interactive television, comprising:
 - a gateway screen displayed by the interactive television, the gateway screen having:
 - at least one television content panel; and
 - at least one Internet content panel displaying content related to the content in the television content panel.
3. The interactive television of Claim 2, wherein the gateway screen is displayed when the interactive television is turned on.
4. The interactive television of Claim 2, wherein the gateway screen is displayed when the interactive television is turned off.
5. The interactive television of Claim 2, further comprising a gateway screen button and the gateway screen is displayed when the gateway screen button is toggled.

6. The interactive television of Claim 2, further comprising a remote control unit, the remote control unit having a gateway screen button and the gateway screen is displayed when the gateway screen button is toggled.

7. The interactive television of Claim 2, wherein the television content panel includes content from at least one television signal source.

8. The interactive television of Claim 2, wherein the internet content panel includes content from at least one Web server.

9. An interactive television system, comprising:

at least one Web server;

at least one interactive television system server;

at least one television signal source; and

at least one interactive television, the interactive television receiving information from the Web server, the interactive television system server, and the television signal source, the interactive television periodically displaying a gateway screen, the gateway screen having at least one television content region and at least one Internet content region.

10. The interactive television system of Claim 9, wherein the gateway screen is displayed when the interactive television is turned on.

11. The interactive television system of Claim 9, wherein the gateway screen is displayed when the interactive television is turned off.

12. The interactive television system of Claim 9, further comprising a gateway screen button and the gateway screen is displayed when the gateway screen button is toggled.

13. The interactive television system of Claim 9, further comprising a remote control unit, the remote control unit having a gateway screen button and the gateway screen is displayed when the gateway screen button is toggled.

14. The interactive television system of Claim 9, wherein the television content panel includes content from the at least one television signal source.

15. The interactive television system of Claim 9, wherein the internet content panel includes content from the at least one Web server.

16. A method of interactive television, comprising the acts of displaying a gateway screen; and

enabling a consumer to receive information from at least two of: at least one Web server, at least one interactive television system server, and at least one television signal source via the gateway screen.

17. The method of Claim 16, wherein the gateway screen includes at least one television content panel and at least one Internet content panel.

18. The method of Claim 16, wherein the gateway screen is displayed when the interactive television is turned on.

19. The method of Claim 16, wherein the gateway screen is displayed when the interactive television is turned off.

20. The method of Claim 16, wherein the gateway screen is displayed when a gateway screen button is toggled.

21. The method of Claim 17, wherein the television content panel includes content from the at least one television signal source.

22. The method of Claim 17, wherein the internet content panel includes content from the at least one Web server.

23. The method of Claim 16, further comprising the acts of:
receiving consumer input via a conventional TV control device; and
establishing the gateway screen based at least in part on the consumer input.

24. The method of Claim 16, wherein the gateway screen is stored in a memory within an interactive television.

25. The gateway screen of Claim 1, wherein content in the Internet content panel is related to content in the television content panel.

26. The gateway screen of Claim 25, wherein content in the television content panel is received real-time from a broadcast.

27. The gateway screen of Claim 25, wherein content in the television content panel is received from a storage associated with the television.